

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



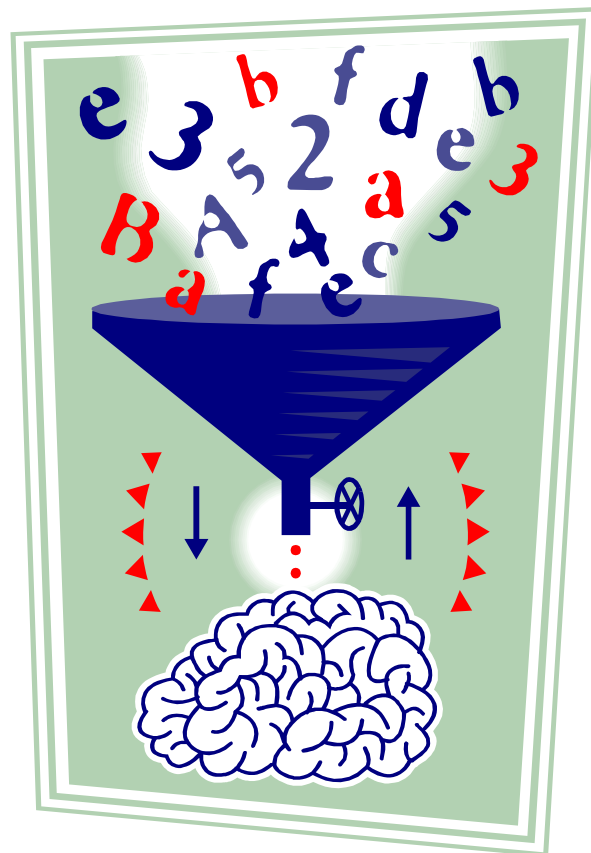
## Part 3 Analysis & Recommendations

Version 1  
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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, the Musselshell County Data shows it has a bigger problem with DUI crashes with injuries than Montana does. In 2008, Musselshell County had a lower rate at 113.05 crashes per 100,000 and Montana had a rate of 138.32. In 2009, the trend changed. The number of crashes in Montana began to fall and there was a sharp increase in alcohol related crashes in Musselshell County. From 2008 to 2012, there was a decrease at the state level while Musselshell continued to see an increase

Table 3 shows that from 2008 to 2012, the average of Musselshell County's alcohol related crashes with fatalities very similar to the state average. The average number of alcohol related fatalities was 8.70 per 100,000 in Musselshell County and 8.60 per 100,000 for the state average.

Musselshell County had zero crashes involving American Indians from 2008 to 2011.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem is about the same, with Musselshell county data slightly higher in 2008 and 2010, but lower in 2012. In 2008, Musselshell students were 2% higher than the state average for all grades. In 2010, Musselshell County saw a decrease in 10<sup>th</sup> and 12<sup>th</sup> graders drinking and driving, although still higher than the state average by 2%. In 2012, most significantly was the average for Musselshell County. It revealed on 5.8% of students reported drinking and driving while 9.3% of Montana teens reported drinking and driving. It is also important to note that both county and state data for all grades dropped from 2008 to 2010 for both Montana and Musselshell County.

In Montana, Native American teens are more like likely to drive while drinking than Montana teens as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, the overall trending averages from 2008 to 2012, more Musselshell County teens rode in a car with a drunk driver than the state average, making it a bigger problem. There was a substantial decrease in Musselshell students riding in a car with a drunk driver from 2008 to 2012. In 2008, the percentage of 12th graders was 56.3%. That decreased to 31.8% in 2010 and finally to 22.5% in 2012. Montana also saw an overall decrease.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the Native American averages, but they are decreasing at a faster rate.

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## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Musselshell County has seen decreases in most areas involving youth. Although parts of alcohol related statistics are dropping, the number of DUI Crashes with injuries continues to go up. The data that fewer students are riding in cars with drivers who have been drinking and fewer teens are drinking and driving themselves. This may lead to looking to adult data and seeing why we are continuing to see DUI crashes with injuries rise.

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## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

## **Underage Binge Drinking**

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### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Musselshell County was reportedly the same as it was in Montana in 2008 and 2010. In 2012, Musselshell county teens reported binge drinking 5% less than Montana teens. This trend allows me to say that the binge drinking is a smaller problem in Musselshell County than in Montana overall. In 2012, Musselshell County had an average on 15.0 of teens who binge drank and Montana had an average of 21.2%

Looking at table 12, we can see that while there is no state data on American Indians binge drinking, Musselshell County saw an average rate go from 55.6% in 2008 down to 50% in 2010.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there isn't any Musselshell County Specific Data on Binge Drinking for Adults. However the Behavioral Risk Factor Surveillance Survey (BRFSS) data has shown that each region of the state is pretty equal to overall state data. It is important to note that while Musselshell County seen decreases in all student data mentioned so far, Adult Binge Drinking is not exempt. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between adults and DUI Crashes with injuries and fatalities and the state binge drinking rates.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Musselshell County's underage drinking problem is the same as the overall state. When looking at underage drinking, both Montana and Musselshell County saw definite decreases. Musselshell County's averages for underage drinking were 41.5% in 2008, compared to 38.4% in Montana. In 2010, it was 34.1%, compared to the state average of 35.0%. In 2012, Musselshell saw its lowest numbers at 34.6% while Montana raised 0.1% to 35.1%

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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**QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The prescription drug problem in Musselshell County is a bigger problem than that of Montana. In 2010, 9% of Musselshell County students used prescription drugs while only 4.0% of Montana teens did. Both Montana and Musselshell County witnessed a decrease in use, with 4.3% of Musselshell teens using 2012 and 3.5% of Montana teens.

## **Final Consumption Question**

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**QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

The consumption data for Musselshell County is very positive. For teen data, there has been a decrease in every category researched. Although the rates are higher than the state average there is positive data out of Musselshell County. Again, this draws the question, why are is Musselshell County seeing a rise in alcohol related crashes with injuries?

**RISK FACTORS - PART 3**

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**Perception of Parental Disapproval/Attitude**

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**QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Musselshell County's problem of perceived disapproval towards alcohol and drug abuse is slightly bigger than that of Montana's. Looking at the data for 2008, Musselshell County had fewer students perceive that their parents would disapprove of drug or alcohol use at 72.7%. Montana's average for the same time period was 80.3%. The data trends positively so more students perceived that their parents would disapprove of use. In 2012, there were 79.6% of Musselshell students and 81.8% of Montana students.

**Perception of Peer Disapproval/Attitude**

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**QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, it shows that Musselshell County has a smaller problem when it comes to peer disapproval of use. Musselshell County trended a higher disapproval of use among peers, going from 63.5% in 2008 to 69.1% in 2012. Montana's numbers for the same data were 55.8% and 66.7%. These are positive results in that more teens feel like their peers disapprove of drug and alcohol use.

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**Perceived Risk/Harm of Use**

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**QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Musselshell County has about the same size of a problem as the state overall in students who believe it is wrong to drink alcohol. The numbers were worse for Musselshell County in 2008 but climb significantly to be even with the state in 2012, sitting at 64.1% for county data, and 61.0% for state data.

When looking at the percentage of students who believe it is cool to drink alcohol regularly, Musselshell County has a smaller problem than the state with 14.8% of students believing it is wrong to drink compared to 23.5% of Montana students.

In Table 28, trending data for Musselshell County shows more students perceive risk of having 1-2 alcoholic beverages every day in 2012 than they did in 2008. Musselshell County also had a higher percentage of students perceiving risk of harm than Montana in 2012. Seventy-one percent of county perceived risk compared to 64.1% of Montana students.

Table 29 also shows that from 2008 to 2012, more students in Musselshell County perceived the harm of binge drinking every weekend. In 2008, 67.7% perceived harm while 80.6% did in 2012. Montana student data also portrayed an overall increase.

Table 30 shows us that fewer students in Musselshell County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all years for all grades. The overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

Musselshell County has a smaller problem than the state when researching perceived risk/ harm of use.

### **Family Communication around Alcohol/Drug Use**

#### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Looking at the trending data from 2008 to 2012, it shows that Musselshell County has a smaller problem centered on family communication with drugs and alcohol abuse. Initially, only 38.8% of Musselshell students talked to their parents in 2008. That rose to 55.3% in 2010 and 64.1% in 2012. The state did not see as big of an increase, showing percentages of 62.1, 59.8, and 61.0. This was an overall decrease in family communication for the state.

### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Musselshell County, there are considerably less students who believe alcohol causes any financial, legal, or emotional problems. In 2008, only 4.6% of Musselshell County students felt that alcohol caused any financial, legal, or emotional problems. The state average for this same time was 10.2%. In 2010, Musselshell sat at 3.0% and the state was at 8.6%. In 2012, the state still had higher percentages sitting at 8.9% while Musselshell was only at 4.3%. This equates to a bigger problem. The mindset that "alcohol doesn't contribute to any problems" only adds to alcohol becoming more socially acceptable. It is also important to note that there was not an increase in the number of students who felt that alcohol causes problems from 2008 to 2012. Ideally, it would have been much better to see a significant increase in these numbers.

## Final Risk Factors Question

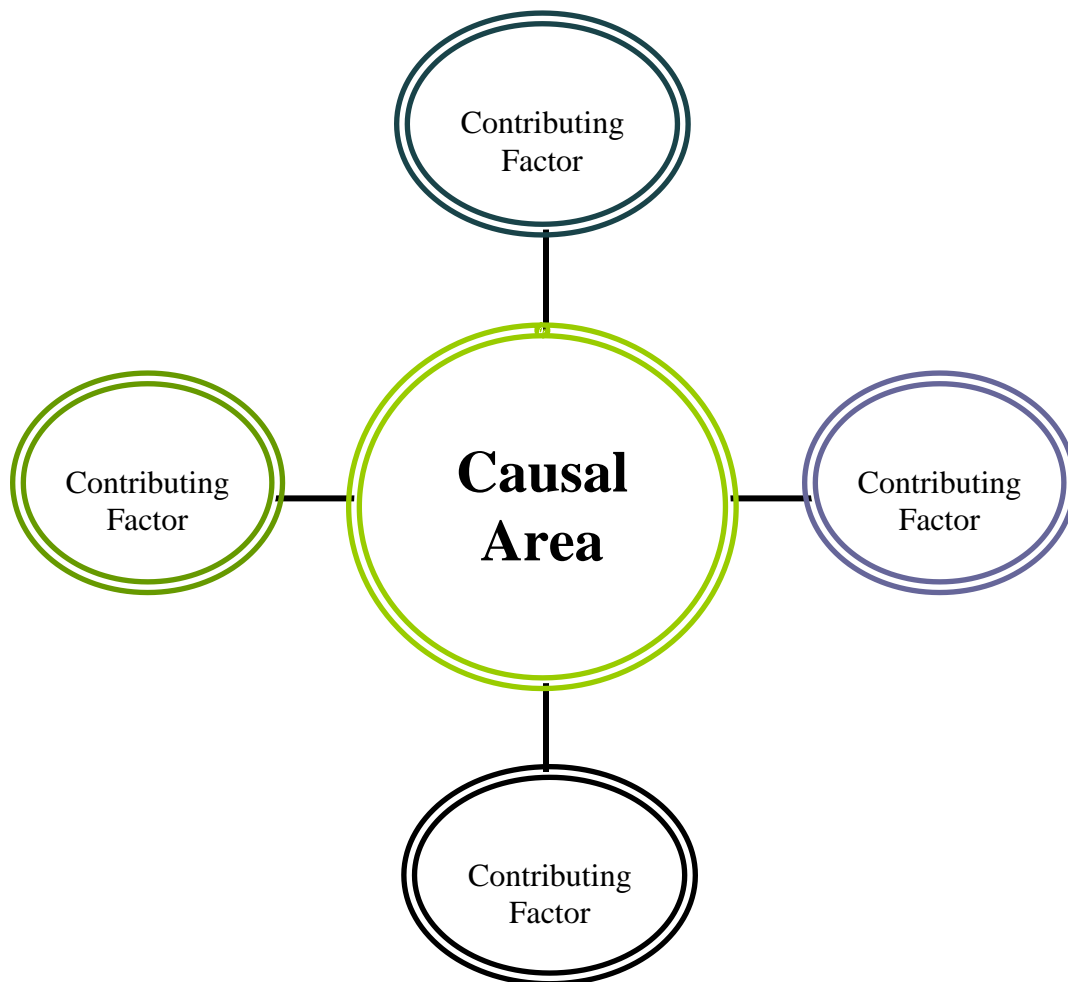
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Musselshell County has seen very positive results come from the risk data. Most data has trended positively. The community is effected positively and we hope to see DUI crash data decrease in the future.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## **RETAIL AVAILABILITY – PART 3**

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### **Compliance Checks**

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

There were no compliance checks conducted in Musselshell County from 2005 to 2012.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

There were no compliance checks conducted in Musselshell County from 2005 to 2012. Without compliance checks, servers can become complacent in carding individuals and making sure they are not over-serving. Youth access to alcohol and over-service can lead to drinking and driving and binge drinking.

## **Alcohol Seller/Server Training**

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There is very little data on Musselshell County's "Lets Control It" classes. State records show that there were two trainings held in 2009 with an unknown number of servers trained. With its close proximity to Billings, many servers might be traveling to Billings to attend RBSS trainings. Without accurate data, it is hard to make correlations between turn-over rate and liquor license growth. However, untrained servers are more likely to serve to minors and over-serve because they are not familiar with proper carding techniques and over-service laws.

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Trainings are not regularly scheduled. Without regularly scheduled RBSS trainings, servers may not be trained within their 90 day grace period from date of hire. These servers may be complacent and unfamiliar with carding techniques. This can lead to selling to minors. They may also be unfamiliar with state laws that allow them to be held civilly liable if they over-serve patrons who may later be involved in a crime while intoxicated as a result of over-service and binge drinking.

## **Retail Availability Questions**

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

When comparing Musselshell County to other counties in Montana, there is an average amount (235 per 100,000 people) of liquor establishments for its population. Local data shows that student alcohol statistics are not improving with positive effects. However, the data shows that adult binge drinking and DUI crashes with injuries are on the rise. This could be because servers are over-serving their patrons and they are driving home drunk. Law Enforcement does not keep up on compliance checks so servers could also be serving minors. In Musselshell County, 65.3% of students felt it would be easy to obtain alcohol. This percentage may reflect the problems in Musselshell county surrounding retain availability.

#### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	<b>7</b>	8	9	10	

This is a **7** because retail availability is of the most concern when it comes to over-serving. Many establishments do not understand they play a vital role in making sure patrons do not leave the bar intoxicated. Bartenders are also vital in making sure minors are not buying alcohol, either with a fake ID or no ID at all.



## CRIMINAL JUSTICE – PART 3

### QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Crime	Number of Filings	Number Dismissed	Number Plead Down to Lesser Charge	Number Found Guilty	Conviction Percent
Minor in Possession (MIP)	4	0	1	3	74%
Multiple MIP	3	0	0	3	100%
DUI	17	3	0	14	82%
Multiple DUI	12	2	1	9	75%
Open Container (Vehicle)	8	3	0	5	62.5%
Other					
Total	44	8	2	34	78.7%

There is currently a 78.7% average conviction rate in Musselshell County. The above table shows that most citations are receiving convictions. When citations are prosecuted and people are convicted of alcohol related crimes, this can often act as a deterrent.

### QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

There seems to be a higher dismissal rate for DUI's with a 17% dismissal rate. If DUI's are not being prosecuted, it is hard to deter individuals from drinking and driving.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

There is currently not enough data to accurately complete this question.

### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Musselshell County deputies are not conducting safety spot checks or compliance checks. These are environmental prevention efforts that can deter individuals from drinking and driving. If implemented, there may be a decrease in drinking and driving and binge drinking.

## Use of Local Ordinances

### **QUESTION 26 Use of Local Ordinances**

Discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

The city of Roundup has a few ordinances that are working to address alcohol related problems. There is an open container law and public intoxication ordinance. There are also ordinances that prohibit the sale of alcohol at certain times and locations. There is also an ordinance that requires sponsors to get special licenses from the city. This license mandates that servers must be trained to sell alcohol.

### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

There is not a social host ordinance within the Roundup City limits. This could potentially stop minors who choose to have underage drinking parties.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

When looking over all the data, a large contributing factor to the DUI problem in Musselshell County is that there is a lack of enforcement due to shortage of manpower. Without manpower, agencies are not always able to patrol in high DUI areas and have a police presence. It is also possible that DUI's are being dismissed and not prosecuted fully. Law Enforcement is also not conducting regular compliance checks. While there were 17 DUI's citations written in 2012, some members of the court feel as if there should be more citations issued.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

**7,** Law Enforcement is currently not doing enough to combat alcohol related issues. Roundup is a smaller town but has some urban characteristics. There could be more saturated patrols, safety spot checks, and compliance checks. Unfortunately this takes money and manpower. It would be productive to work with neighboring counties and towns to form a multi-jurisdictional Alcohol Enforcement team in Central Montana.

## **SOCIAL AVAILABILITY – PART 3**

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Musselshell County, more students believe they would get caught by their parents than the police. Compared to state averages, about the same amount of students in Musselshell County thought they would get caught by their parents as the state average in 2012. There was an overall decrease in the amount of students who felt like they would be caught by their parents or police from 2008 to 2012.

## **Social Availability Questions**

### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Local data reveals that more students feel it is wrong to use alcohol and 82.7% of students felt that they would get caught by their parents if drinking. There has also been a consistent decrease in student drinking and perception of harm for binge drinking. Knowing that there have been zero compliance checks completed in Musselshell County and these rates are still decreasing, it is safe to say that students are most likely not getting alcohol from social events. While there are numerous community events with alcohol sponsorship, it does not seem to be contributing to youth access to alcohol.

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	<b>3</b>	4	5	6	7	8	9	10	

**3**, Social Availability most likely contributes to binge drinking and drinking and driving in Musselshell County. These community events are not policed well and are centered on alcohol use. It is hard to identify if social availability contributes to underage access to alcohol because there are no compliance checks telling us if they are getting it from retail establishments. There are local ordinances set up to require special permits for community events.

## **PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### **Advertising**

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#### **QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

For the county of its size, Musselshell County ranks in the middle of bars per capita. However, 10% of buildings on a busy street and 16% of billboards advertise alcohol. Proportionate to its size, there are excessive alcohol advertisements and promotional event advertisements in print media. Data shows that on a selected week, there was at least one advertisement promoting an alcohol center event. For a smaller community, that means that at least once a week, people are gathering to drink alcohol. Advertising works to draw individuals in. If residents see weekly advertisements, it no longer becomes a special event, it becomes the norm.

#### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

If the community becomes accustomed to repeatedly seeing alcohol advertised and seeing it the newspaper and on billboards, it becomes the social norm and is expected and accepted. This attitude can lead to binge drinking. Being a rural community with no public transportation, people are driving to these events and then driving home intoxicated.

**QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There were proportionately less news articles related to alcohol than advertisements. This glamorizes alcohol and it is consistently seen in a positive light through advertising. When alcohol is so socially accepted, it can lead to an increase in binge drinking and drinking and driving.

**Promotion Questions**

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**QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Community Events in Roundup are often sponsored by alcohol companies or taverns. These events often draw many people to drink a lot and drive home. The promotion of such events adds to the socially acceptable culture in Musselshell County. We know that advertising works, therefore it is successful in marketing to youth and marketing to adults who attend these events to drink.



**QUESTION 37**

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact

5. When looking at all the other causal areas and how they work with or against one another, we know that in Musselshell County, social availability and retail availability can become issues at community events such as rodeos and brandings. Although these events are often promoted by word of mouth, there is a certain culture about them. Whenever bars are sponsors of events, it is a given there will be alcohol there. This plays into the mentality that in Montana, alcohol goes with every activity. This is the social norm prevention efforts are wanting to change.

**SCHOOL POLICIES – PART 3**

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**QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Musselshell County, the school counselors feel that education and awareness centered on the consequences of ATOD has had an impact on students. There are school policies in place such as school is a drug free zone and there are "Training Rules" that require students to remain drug and alcohol free while they are participating in an extracurricular event. These policies are encouraged to all students at all times. These policies are strictly enforced. This may be a reason why there has been a decrease in student drinking and drinking and driving.

**QUESTION 39**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

3. Schools are working hard to get the message out about the consequences of drugs and alcohol. It helps if there are policies in place to encourage kids to remain drug and alcohol free and these policies need to be strictly enforced.

**MEDICAL FIELD INFORMATION – PART 3****QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

There are currently no medical interviews done to accurately answer this question.

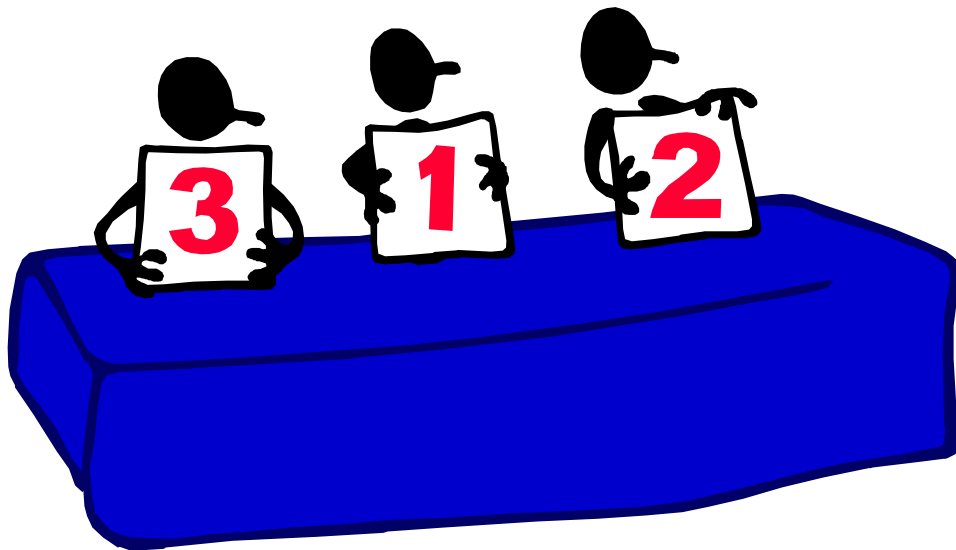
**QUESTION 41**

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

There are currently no medical interviews done to accurately answer this question. This will be updated as soon as that information is available.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

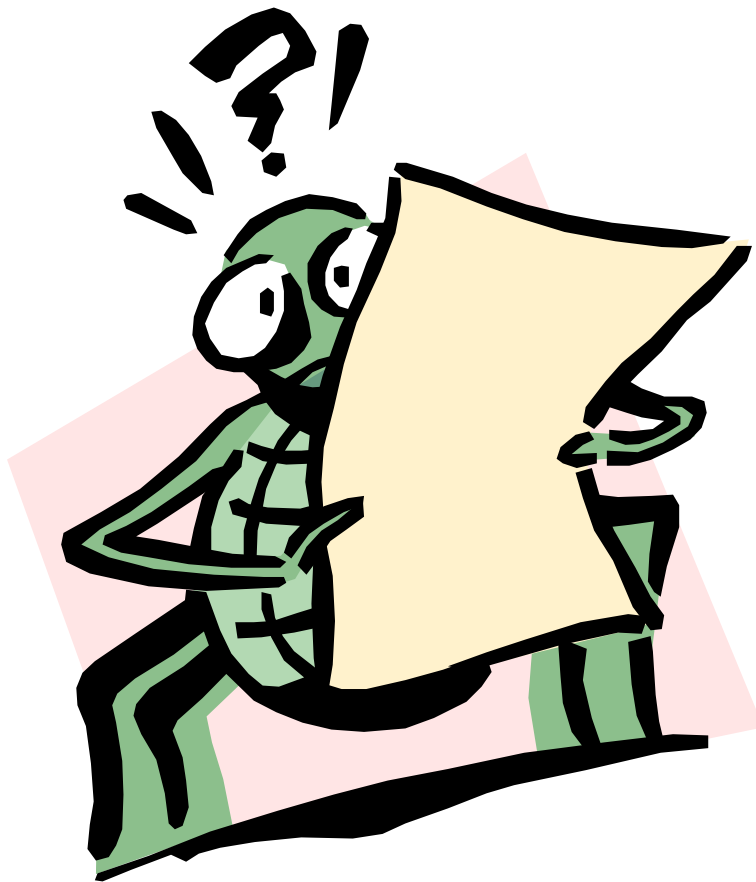
Score	Rank	Causal Area
7	1	Retail Availability
7	2	Criminal Justice
3	4	Social Availability
5	3	Promotion
3	5	School Policies
N/A	6	Prescription Drug

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

Retail Availability is the biggest issue that needs to be addressed in Musselshell County. The county needs to work on making sure youth are not purchasing alcohol and that patrons are not over served. The second issue to address is criminal justice because law enforcement plays a vital role in prevention efforts. There needs to be more a more proactive approach in patrolling for DUI's and conducting compliance checks. Promotion plays a role in creating the acceptable drinking culture in Musselshell County. Retail availability and criminal justice also are large contributing factors. Social Availability was fourth because the data does not support it being a major contributing factor for binge drinking and drinking and driving. School Policies are fifth because there are already school policies in place and prescription drug abuse was last because there currently is not enough information to accurately rank this causal area.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## **Your Final Conclusions**

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### **Final Needs Assessment Question**

#### **QUESTION 43**

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Retail Availability will be targeted to collect further statistics on why DUI crashes with injuries and adult binge drinking are increasing. If Musselshell County can educate servers on responsible selling this will lead to a decrease in drinking and driving and binge drinking. Patrons will not be able to drive away from the establishment intoxicated. This may also curb binge drinking if patrons are not allowed to purchase five or more drinks in a single setting. Criminal Justice will be targeted because law enforcement must conduct these compliance checks and enforce the laws on the books. If law enforcement is cracking down on establishments, the data should show a decrease in drinking and driving and binge drinking.